

*The Japan External Trade Organization (JETRO) organizes an informative seminar in order to strengthen business relations between Switzerland and Japan.*

# **Growth opportunities for Swiss Medical Device Companies in Japan February 12, 2015 Bern, Schweizerhof hotel**

**Join us for a specialized seminar focused on Japanese healthcare and medtech market.**

Japan is the world's **second largest market** for medical technology products. With forecasts showing that nearly half of the Japanese population will be over 65 years old by 2050, the Japanese market is a very attractive and promising market for Swiss companies which are willing to invest long term. The last two years under Abenomics have given positive impulse with new regulations to facilitate the access for foreign companies to the Japanese medtech market. This event will serve as an introduction to the Japanese medtech market and provide you with up to date information on recent trend and opportunities, and brings you together with real Japan experts. Don't miss out on the opportunity to gain fresh and value added insights about Japan medtech sector.

## **Agenda:**

- 13:15 Registration
- 13:45 **Opening remarks**  
Mr.Koichiro Nakamura, Director General, JETRO Switzerland
- 13:50 **Welcome address**  
H.E.Ryuhei Maeda, Ambassador of Japan to Switzerland
- 14:00 **The Japanese Medtech Market: overview and keys to success**  
Mr.Martin Stricker, Director, Member of the Board, G&S, Tokyo
- 14:45 **Practical considerations for Swiss companies in Japan**  
Mr.Charles Ochsner, Lawyer, CH Project Management Ltd, Tokyo
- 15:30 **Success story of Swiss and /or Japanese companies (TBC)**  
Short coffee break
- 16:45 **JETRO and its services**  
Mr.Koichiro Nakamura, Director General of JETRO Switzerland
- 17:00 **S-GE and its services**  
Mr.Stefan Barny, Senior consultant Japan, S-GE
- 17:15 **Panel discussion "The keys to success in the Japanese medical market"**  
Preceded by a presentation of the report: "Swiss Medical Technology Industry 2014"  
Moderator: Mr.Beatus Hofrichter, co-author of the report, ConCep+  
Discussion among the speakers and Q&A with the floor
- 18:15 **Networking apéro**
- 19:15 End of the seminar

Please register no later than February 06<sup>th</sup>, 2015 by e-mailing Nathalie Cornier: [SWG@jetro.go.jp](mailto:SWG@jetro.go.jp)

The seminar will be held in English, it is free of charge but registration is compulsory, seats are limited.

Partners: S-GE, Medical Cluster, SJCC, ConCep+